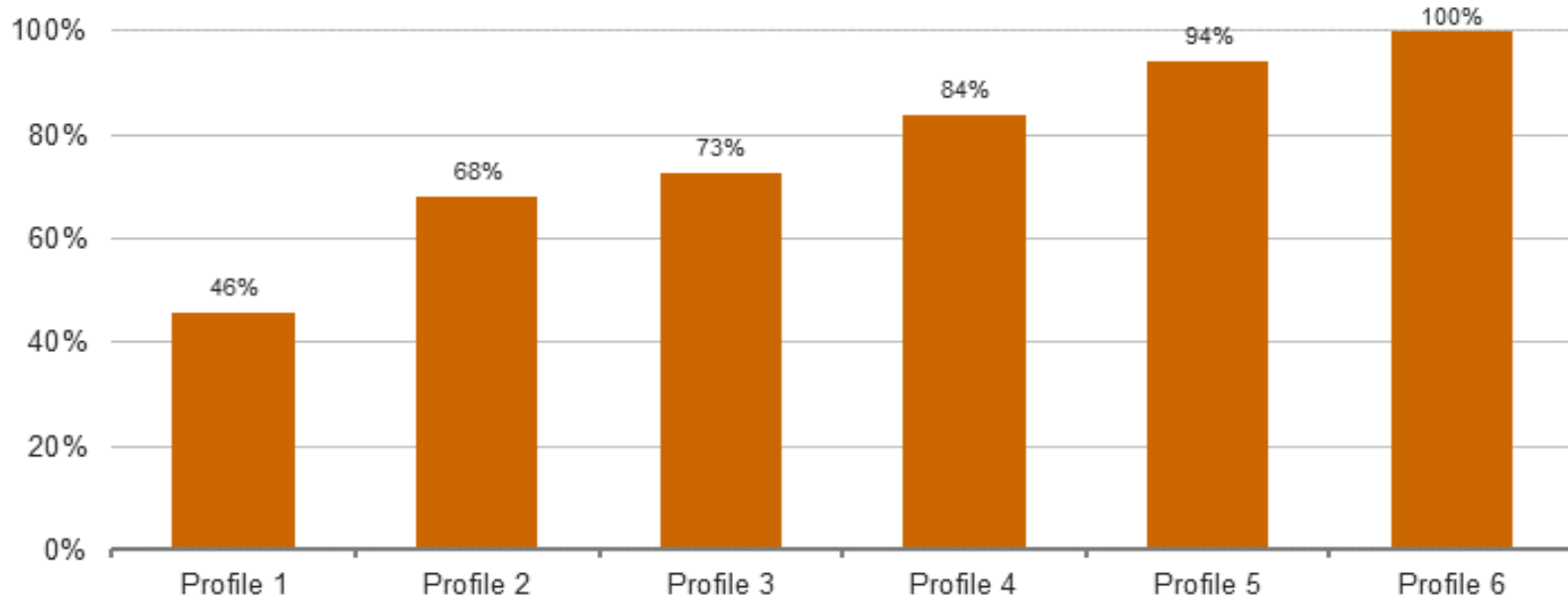


Broadband non-adopters you probably know

Estimated Broadband Adoption Rate *



Ethnicity	Hispanic or Black	Hispanic or Black	Hispanic or Black	White	Hispanic or Black	Any ethnicity
Income	< \$25k	\$25-50k	\$25-50k	\$25-50k	\$25-50k	\$100k+
Education	No H.School	High School	High School	High School	High School	College
Age	30	30	30	30	30	30
Household size	2	2	2	2	4	2
Foreign born	No	Yes	No	No	No	No
School-age children	No	No	No	No	Yes	No